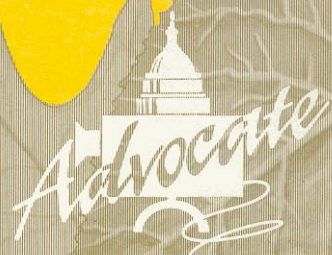


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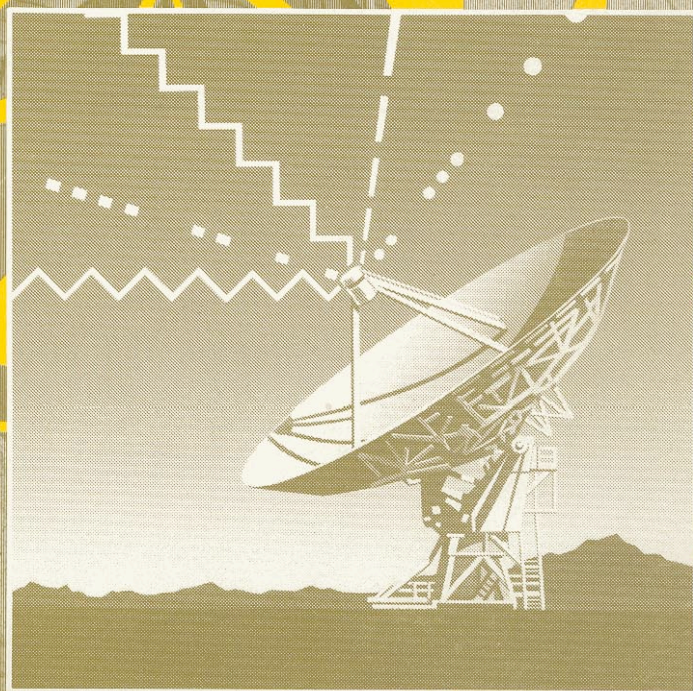
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Fall 1990 Edition

Volume 13, No.3



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Fall 1990

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## About this Issue...

On the heels of a very successful (and fun!) NFLCP Convention in Washington, D.C. in July, this edition of CTR will attempt to summarize some of NFLCP's committee activities, as well as publish one of the many excellent "White Papers" presented for the first time as a "track" at this year's Convention.

"The International Advisory Committee Annual Report," and the "Public Policy Convention Wrap" do a nice job of summing up a year's worth of their important accomplishments. **Where Do We Go from Here? The Musings of an Access Codger**, by NFLCP's new Public Policy Chair, Carl Kucharski, is an insightful look at access roots and his future visions for community television. Other "White Paper" topics at the Convention included:

**Marginal Notes: Consumer Video, the First Amendment, and the Future of Access** by Bob Devine

**Psychographic Marketing of Public Access Television: A Tool for Preserving Public Access in the '90's So Future Visions May Become a Reality in the Year 2000 and Beyond** by Karen George and Michelle Parker

**The First Amendment Is Not Enough** by Fred Johnson  
**The Goal Is to Communicate** by George C. Stoney

**Usage Needs Assessments for Community Access Television: Documenting the Present and Expecting the Future** by Christopher F. White

**Telecommunications at the Local Level: Strategies for the Cities in the '90's** by Eric Xavier, Ph.D.

Jack Schommer (Editor-in-Chief of this issue) tells me that NFLCP plans to package these "White Papers" and make them available at a nominal fee to NFLCP members. If you would like information on how to obtain this package, contact the National Office at (202) 829-7186.

Barbara Rutherford-Crest



# Message from the Chairperson

By Sharon B. Ingraham

It is with great honor that I again serve you as NFLCP Chairperson for this, my sixth and final year on the NFLCP Board of Directors. NFLCP is fortunate to have an incoming Board with depth and experience, where new leadership will make next summer's transition as seamless as possible for the membership.

This has been quite a year for NFLCP. We have just come from a superb National Convention, with the highest registered attendance and the most workshops ever. Two major Congressional leaders, Representative Ed Markey and House Minority Whip Newt Gingrich addressed attendees. Our Saturday

keynote panel featured NFLCP's new partnerships with groups such as People for the American Way, National Federation of Community Broadcasters, BRAVO and the National Alliance of Media Arts Centers. The special sessions conducted by the Closeup Foundation also marked the beginning of working relationships with groups such as the Alliance for Justice (a session which will be shown on C-SPAN). All this is on the heels of record Hometown USA Video Festival and NFLCP's work with the Congress and frequent appearances in the press and on nationwide television. We also are maintaining our relationships with both

NATO, the Alliance for Communications Democracy, the UCC Office of Communications, and the Consumer Federation of America.

Finally, NFLCP is pleased to announce that we have begun the search for an Executive Director, someone who can continue the fine work that the Board of Directors, Staff and Contractors have carried since the summer of 1987. It is the Board's intention to make a final decision at the winter Board meeting. I urge you to read the ad in this issue of CTR, post it in your community, and consider applying for this vital leadership role.

## International Advisory Committee Annual Report

In the past twelve months, the NFLCP International Advisory Committee has continued to receive an increasing number of international inquiries regarding the activities and membership of the NFLCP and public access in the United States. The whole of the European Economic Community may now be counted along with Brazil, Quebec, Japan and the United States as active partners in community-based television, communicating on a regular basis in regard to videotape and people exchanges, international conferences, funding, training, standards conversion and programming policies. Most recent and developing contacts include Gabon, Africa. One of the primary objectives of the NFLCP International Advisory Committee in this coming year will be to expand its ability to facilitate exchanges through fundraising and enhanced information sharing.

### Highlights of International Advisory Committee Activities, 1989-90

- ❑ Invitation by Video Des Pays to Karen Helmerston to attend 4th International Meeting in Tregastel, France, fall, 1989; visited four countries, ten cities

and eleven community TV centers throughout Europe.

- ❑ Letter of support and participation from NFLCP to Video Des Pays 1992 Video Olympics.
- ❑ Managing Editor of CTR International Issue.
- ❑ Established regular CTR International column.
- ❑ Continuation of Video Des Pays/NFLCP tape exchange.
- ❑ Design of 1990 International Track, Washington, D.C. Convention.
- ❑ Invitation from the following to participate in: OLON (Netherlands) First TV Festival, RTCL (Quebec) (Quebec) Fall 1990 conference, 5th Meeting VDP (Spain), Sasakawa Peace Foundation (Japan) 1991 conference.
- ❑ Proposal received from Karen Ranucci for a collaborative Latino Media Festival.
- ❑ Support of NFLCP Northeast Region/RTCL Friendship Accord.

The NFLCP International Advisory Committee would like to recognize and thank our international guests to the 1990 NFLCP Annual Convention in Washington, D.C. They are:

**Jurgen Linke**  
Offener Kanal Berlin  
Voitastrasse 5  
1000 Berlin, West Germany

**Toos Bastiaansen**  
**Jose Van Hof**  
OLON  
6500 AK Nijmegen  
Netherlands

**Julio Wainer**  
VTV Video  
Bela Vista, Sao Paulo  
Brazil

**Rejean Tremblay**  
**Andre Soucy**  
**Roberto Savard**  
**Regis Pelletier**  
**Pierre Bhère**  
RTCL  
835 Avenue Brown Local 327  
Quebec, Canada

### Proposal for World Federation of Local TVS

RTCL (Association of Local and Community Television in Quebec) will celebrate its twentieth anniversary through an international conference in Charlevoix

*Please turn to page 8*



# Public Policy Committee Convention Wrap

By Andrew Blau

The theme for this year's convention was "Advocate," and NFLCP could not have chosen better timing for that theme in Washington, D.C. In the few days we met there, the House moved ahead on major cable legislation, the Senate held hearings on allowing telephone companies into the cable business, and the Federal Communications Commission released its major report on the cable industry.

Against that background, public policy was a featured part of the proceedings. The convention opened with a speech from Rep. Newt Gingrich (R-GA), House Minority Whip and a newfound staunch advocate of PEG access. Rep. Ed Markey (D-MA), Chair of the House Telecommunications Subcommittee, came directly from Capitol Hill, where the Commerce Committee had just approved a cable bill, to deliver his first public remarks on that bill at the "Hometown U.S.A." awards ceremony. Gingrich pledged to work with NFLCP to advocate for access, and Markey touted the potential of public access to Direct Broadcast Satellite, or DBS, services, which his legislation mandates. The convention closed with a coalition-building lunch, where represen-

tatives of groups with linked interests to those of NFLCP, such as the National Federation of Community Broadcasters, the National Alliance of Media Arts Centers, and People for the American Way, shared their ideas and visions of the current environment and the possibilities for joint efforts.

At that lunch, as outgoing public policy chair, I outlined the cable legislation pending in both houses of Congress and the need to maintain our efforts to educate legislators about PEG access. Despite extraordinary efforts from NFLCP members across the country, the crucial elements to stabilize PEG access are still missing from either the House or Senate bill.

Based on a vote by the delegates at last year's convention, NFLCP has been seeking a package that would ensure adequate access to cable for public, educational and government uses, and a stable environment for the sustained viability of the channels. The package has three main components: all cable systems should have channels dedicated for PEG use; money set aside for access support should be used for access support and should not be considered a franchise fee; and access centers and cities that manage

access should have the same freedom from liability for access program content that they do not control that cable companies have now.

The full Public Policy Committee met during the delegate's session to review the past year and outline goals and priorities for next year. The Committee recognized the public policy achievements over the past year, such as testifying twice before Congress, submitting comments to the FCC, building and strengthening our coalitions with other groups, and substantial progress on a resource packet for addressing controversial programming, and set ambitious goals for 1990-91. The Committee identified as its top priorities: 1) continued advocacy to ensure a stable base for access; 2) building coalitions with other organizations representing other constituencies, such as labor, education, and seniors, as well as strengthening ties to the groups we are already working with; and 3) developing a public policy communication and information system. The Committee also saw a growing need to learn about the implications of newer video delivery systems, such as DBS, for community programming.

*Please turn to page 8*

## 1991 HOMETOWN U.S.A. JUDGING SITES SOUGHT

It's time to start planning for the 1991 Hometown U.S.A. Video Festival! If your access or local origination facility is interested in serving as a preliminary judging site, send a letter indicating interest to Sue Buske, Hometown Festival Manager, c/o The Buske Group, 3112 O St., Suite 1, Sacramento, CA 95816.

Each Hometown preliminary judging site typically oversees the judging of approximately 100 tapes in from two to six categories. Preliminary judging sites must have both 3/4 inch and VHS equipment available. The preliminary judging process must take place during the last ten days of April. Approximately 26 preliminary judging sites will be selected.

The NFLCP is also seeking letters of interest from facilities interested in hosting the final judging for the 1991 Hometown Video Festival.

Facilities who wish to be considered as a host site for final judging should send a letter of interest to the Hometown Festival Manager at the address listed above. The final judging site must have at least eight 3/4 inch and VHS viewing stations available. This equipment must be available for three consecutive days to accommodate the final judging process. Final judging will take place in mid-May 1991.

Quote-Unquote in Albuquerque, New Mexico, a 1990 preliminary judging site,

stated the following about their participation, "The judges loved being asked! Hometown was a good PR tool and a great opportunity for producers to see what is going on in other parts of the country." Community Access TV in Industry, CA, indicated, "As a preliminary Hometown judging site, it gave the staff and access producers great ideas for shows. Also, it left everyone with the feeling that they were not alone as a public access station."

The deadline for letters of interest in participating as a preliminary or final judging site is **October 15, 1990.**





# Where Do We Go From Here?

## The musings of an access codger

A White Paper By Carl Kucharski, NFLCP Public Policy Chair  
Presented at the 1990 NFLCP Convention in Washington, D.C.

Access is responsible for more original programming every year than ABC, CBS, NBC and PBS COMBINED! Yet like Rodney Dangerfield, "we just don't get no respect." And I'm tired of it. I'm tired of being reactive, myopic firefighters responding to every piece of legislation and litigation without our own agenda for the future.

After 13 years in access, as volunteer and staff, I can see immense progress in funding, programs and support. So why have I had deep, uneasy feelings about access for the past two years? Until I decided to write this paper I didn't know and even today I'm not sure that what I say here will truly articulate the forebodings and doubts I have about our future if we continue along the same path we have during the last ten years.

Access may survive the 1990's and be totally irrelevant in the year 2000. Have we become the McDonald's of TV, local franchises cranking out "product" deep-fried in TV oil? Are we becoming the farm teams for the networks?

In order to understand what I am proposing for the future, it will be necessary to look briefly at the last decade - where we came from and where we are today. For the future I'm relying on mainstream sources and my own intuition. This certainly isn't meant to be a scientific approach, but more of an uncongealed mass of impressions. Meaning comes through osmosis.

---

*Progress is a comfortable disease.*  
e.e. cummings

"Pity This Busy Monster, Manunkind"

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### Reflections on 1979

Jimmy Carter was President. Interest rates were pushing 20%. We had hostages in Iran. The Soviets were sending troops into Afghanistan. Fewer than 1% of households had VCR's. The meltdown at Three Mile Island almost happened.

Cable penetration stood at 19%. The Supreme Court decided the Midwest Video II case and Armageddon was predicted for access. ESPN and CSPAN were launched. No one had their MTV or CNN or PPV - no walkmen, ET or AIDS. "Chip" was only one of "My Three Sons." Technological "innovations" were in hand - DBS, MMDS and interactive TV - remember Qube?

The cable industry was anticipating the urban gold rush. Access did not exist in major urban areas such as: Milwaukee, Chicago, Boston, Columbus, Dallas, Houston, Sacramento, Queens, Brooklyn, Staten Island, Pittsburgh, Tampa, Miami, Washington D.C., Denver, Cincinnati, Portland, Seattle and on and on.

There were approximately one hundred community access centers in the country in smaller cities with little or no funding. But there was a sense of adventure, a joy of making something out of nothing. Maybe it was just the excitement of birth and today it's the anxiety of teens.

### State of the Art? - 1989

What is access like today? From two surveys of access, primarily public access, which I conducted in 1988 and 1989, I've been able to put together a snapshot of access. On the surface, access appears to be productive and efficient, but a deeper analysis, I believe, shows that access is dependent and short-sighted.

There has been a growing movement to have access run by community-based non-profits. Most were incorporated between 1980 and 1986. We are a nascent movement. With this trend comes a greater demand for quantitative accountability and more government representation on access governing boards as a significant number of cable franchises come up for renewal by 1995.

Almost all access centers are dependent upon cable company contributions or government allocations of franchise fees

for at least 85% of their operating incomes. Arts and humanities funding represents only 2% of access funding overall. Memberships and individual contributions are negligible although this is the largest single source of private giving to non-profits. Fewer than half of the access centers have contracts with the city or cable company. Access spends an average of 4% of its budget on development, marketing and outreach and less than 1% of access staff positions are specifically dedicated to these functions. Are we healthy, content wrapped in our First Amendment cloaks, oblivious to the shifting winds of change?

Live programming, the original "raison d'être" of access, averages less than five hours a week. VHS and 3/4" UMATIC are the primary formats as are Amiga computers for graphics. Yet, only twelve organizations surveyed use computers for the NFLCP bulletin board or any type of computer networking. Access centers carry some satellite delivered programs but there is little interest in national or international exchanges. More than 26,000 original program hours were produced through responding access organizations in 1988. My estimated cost to produce those programs is \$363 per hour. Variety and Broadcasting have reported that the average cost of one hour of prime time network television cost \$500,000 to \$1,000,000.

More than 9,600 people were trained by these access centers in 1988 but the reported retention rate was less than 50% over twelve months. The same rate was true of on-going volunteers.

Is our training a focused and effective method of empowering people to shape their own visions or is it superficially mimicking commercial and non-commercial broadcast models?

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## State of the Environment - 1989

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*I need some quick money.*  
Oral Roberts

---

To say that the 80's was the decade of consumption is certainly redundant. Yet it is important to see the scope of our latest binge by comparing 1980 with 1989 - National debt grew from one trillion dollars to three trillion; corporate debt from 774 billion to two trillion; household debt 1.3 trillion to 3.2 trillion; foreign trade balance from a surplus of 106 billion to a deficit of 664 billion.

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*A billion here, a billion there, pretty soon  
you're talking about real money.*  
Senator Everett Dirksen

---

The National League of Cities just reported that 54% of the cities it surveyed will run budget deficits this year. We've all read the President's lips but should have been paying attention to Edgar Bergen. Meanwhile a few minor projects have backed up which will have to be plunged soon:

Savings and loans - \$250 to 500 billion  
Highways - \$315 billion  
Bridges - \$72 billion  
Air traffic control - \$25 billion  
Nuclear waste disposal - \$50 to \$200 billion  
Clean water - \$24 billion  
Hazardous waste disposal - \$15 billion

State and local governments have an may continue to try to pick up the tab for reductions in federal spending, especially for human services and education. Those elected officials are trying to determine how to "enhance revenues" without increasing taxes. Will dedicated franchise fees survive?

Apparently the communist system is not surviving. The rise of democracy and capitalism in Eastern Europe and the Soviet Union may put an end to the "Red Menace." Unable to continue "commie bashing" and unwilling to face the real problems in the country (social services, environment, savings and loan/HUD scandals, infrastructure, etc.), politicians are turning their jaundiced gaze to freedom of speech. Whether it be the NEA funding, Mapplethorpe in Cincinnati, 2 Live Crew in Miami or other fellow travelers, freedom of expression may

become the next evil empire.

People for the American Way reports 172 cases of book banning in 42 states so far this year. Atop the list are those good old filthy favorites "Huckleberry Finn" and "Catcher in the Rye." A recent version of "Little Red Riding Hood" was banned because grandma had a glass of wine after escaping the wolf.

The good news is that a recent Gallup Poll showed that 75% of Americans don't want anyone imposing new laws on what they can see and hear.

Americans are also giving more to non-profits - a record \$114 billion in 1989. Individuals and bequests accounted for 90% of that total, foundations - 6%, corporations - 4%.

Who were the recipients of these contributions: Religion - 47%, Human Services - 10%, Education - 9.3%, Health, 8.7%, Arts, Culture, Humanities - 6.5%, Public/Society Benefit - 3.1%, All Other Uses - 15%. How will we or can we get a piece of the pie?

Corporations have become more vulnerable to pressure from advocacy groups. Anti-abortionists pressured AT&T to discontinue its long-time funding of Planned Parenthood who, in turn, initiated a consumer boycott of AT&T. The Cincinnati United Trust Company was boycotted by anti-pornography activists because a Central Trust employee was chair of the Board of the Contemporary Arts Center which exhibited the Robert Mapplethorpe photos. The employee resigned as chair of the arts center. ACT-UP planned a boycott of Marlboro cigarettes because its parent company Philip Morris pledged \$175,000 towards the construction of the Jesse Helms Citizenship Center.

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*Thought police are roving the land.*  
George Will

---

Topping the concern agenda of Americans are drugs, crime, abortion, the environment, the economy and education. Underlying these issues is the NIMBY syndrome (Not In My Backyard). Concern for the homeless but no shelters or low-cost housing in my neighborhood. Protecting free speech as long as I agree with it. Fix the roads and clean the environment but I won't carpool or give up disposables. Is the American agenda our agenda - should it be?

In the face of this cable television is

only a hot button when rates go up and service goes out. Little attention is paid to the larger moves of telecommunications giants which are shaping our future. The Baby Bells and cable industry are rapidly developing partnerships in Asia and Europe to participate in the construction of new telecommunications systems. Mergers and acquisitions proliferated in the 80's. Time Warner is a case in point. Time Warner is now the world's largest media firm worth \$18 billion according to Ben Bagdikian in a 1989 article in The Nation. Bagdikian states that this is larger than the combined gross national products of Jordan, Bolivia, Nicaragua, Albania, Laos, Liberia and Mali. He refers to Time Warner as one of the "new lords of the global village," a tripleplay of media multi-nationals, worldwide advertising agencies and multi-national manufacturers of consumer goods.

Where does cable stand in 1989? Cable stands with 52 million subscribers, a penetration rate near 55%, revenues in excess of \$19 billion, an average monthly subscriber rate of \$15.95 and an average system's selling price of \$2,348.00 per subscriber. The industry reports having paid \$570 million in franchise fees in 1989. Meanwhile the Preferred Case continues to creep through the courts and cable legislation abounds on Capitol Hill. Potential time bombs for access.

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*Whether the populist reactions that followed past boom periods reoccur in the 90's no one can know. But there could be no doubt that the last decade ended as it had begun: with a rising imperative for a new political and economic philosophy, and growing odds that the 1990's will be a very different chapter than the 1980's in the annals of American wealth and power.*

Kevin P. Phillips  
NY Times Magazine

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## Where Do We Go from Here?

### Trends in the Environment

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*Do not go gentle, into the good night*  
Dylan Thomas

---

Speculation about the 1990's have been the rage recently. Economic growth and recession have had equal and eloquent supporters. The role of government is

*Please turn to the next page...*



being questioned as to its ability to lead people through these tumultuous times. Yet common themes emerge from many of the futurist scenarios.

John Naisbitt and Patricia Aburdene explored ten major directions in their book "Megatrends 2000":

- 1) The Booming Global Economy of the 90's
- 2) A renaissance in the Arts
- 3) Emergence of Free Market Socialism
- 4) Global Lifestyles and Cultural Nationalism
- 5) Privatization of the Welfare State
- 6) Rise of the Pacific Rim
- 7) Decade of Women in Leadership
- 8) Age of Biology
- 9) Religious Revival of the New Millennium
- 10) Triumph of the Individual

United Way of America in "What Lies Ahead Countdown to the 21st Century" has identified nine "changedrivers" which it believes will reshape America.

- 1) The Maturation of America
- 2) The Mosaic Society
- 3) Redefinition of Individual and Societal Roles
- 4) The Information-Based Economy
- 5) Globalization
- 6) Economic Restructuring
- 7) Personal and Environmental Health
- 8) Family and Home Redefined
- 9) Rebirth of Social Activism

Similarities may be seen from these basic areas of discussion without going into many of the details of the economic, social and technological implications. But a few points should be highlighted.

## Social

The faces of America are changing. They are aging, greying and changing hue. By the year 2056, the average U.S. citizen will trace his/her descent to Africa, Asia, Hispanic counties, the Pacific Islands and Arabia. By 2015 Hispanics may be the largest minority in the country. Today, immigration is a more significant factor in our population growth than natural childbirth.

The 75 million baby boomers will turn fortysomething this decade reaching their peak earning and productivity years. Boomers are shifting their interests to

family and quality of life issues. They are dissatisfied with the way our institutions are handling social issues. Boomers are providing the impetus for redefining social issues. Boomers are providing the impetus for redefining public sector and private sector roles. By 2011 they start to retire.

Seniors are a fast-growing population, especially those over 65. As a group, they are healthier and wealthier. In fact, there are twice as many poor children as poor seniors. Currently, 40% of seniors 65 to 74 volunteer.

By the year 2000, four million more students will be in public schools; 33% of us will have a college degree (27% currently have one); 56 million people will work at home (12 million did in 1980).

Are we mentally and philosophically prepared to handle these changes? The increase in identified social issues has been accompanied by a complimentary increase in non-profits attempting to address them. In Milwaukee, for example, the number of non-profits trying to control the surge of teenage pregnancies has increased from twelve in 1984 to more than forty today. Competition for charitable contributions is growing steadily. The impact on state and local budgets will continue to prompt the emergence of coalitions of governments, business, educational institutions and non-profits to address social problems. Will we be allies with these community organizations working for change or adversaries fighting for scraps of financial, political and human resources?

## Economic

I've touched on many of the economic realities and forecasts already, but at least two interlinked movements may have impact at home - EC '92 and the "peace dividend." The European community's joint free market targeted for completion in 1992 may create the largest consumer market in the world. Changes in their telecommunications structure and the emergence of democracy in Eastern Europe may offer opportunities for community media.

Associated with the revolutions in the East Bloc countries is speculation about a "peace dividend," i.e., Pentagon funds shifted to balance the budget or address social issues. But this "dividend" will be illusion if not ephemeral. Every billion

dollar cut in the Pentagon's budget affects 38,000 workers in the defense industry. Let's not forget that defense contracts are seen as jobs programs for congressional constituents.

Above all, we must continue to be alert to the "Golden Rule" as it affects our "economies" in community media. "Whoever has the gold, makes the rules."

## Technology

A Scenario: The digital video signal makes it possible for us to manipulate video, audio and data on our home and business PC's while accessing multiple information/image bases. Computer chips will have 1,000 times the information as they do today. Pocket-sized cellular Nintendo-like communicators will extend the communication creation network beyond the fiber optic links.

Seem unlikely? It's already here. Digital video exists. The holdups are its cost and compression, both of which will be solved. Digital video is being interfaced with computers and compact discs. Time Warner, ABC, IBM, Apple, Commodore and National Geographic have operating systems in place. The Sony CCD-TR4 and Panasonic Palmcorder will get smaller and cheaper. Video will be "recorded" onto chips and CD's.

A new world-wide telecommunication structure is being created. The only questions are who will have access to it and under what conditions. Those are the questions we must address with eyes that see beyond tomorrow an our own vested structure of access.

William J. Donnelly, an advertising pioneer, has recently taken a critical look at electronic media. Donnelly says that electronic media has and continues to usher in the "Confetti Era, in which all events, ideas and values are the same size and weight...punched out, die-cut wafers without distinction." The era's off-spring, "the Confetti Generation," will be subjected to an explosion of images and data that will "float down like cheap confetti." Society will undergo cultural segmentation and our common ground of information and experience will dissolve beneath us.

Underlying Donnelly's position is the dichotomy of information and knowledge. What role will community media have in conveying knowledge in a world overwrought by mountains of information?



## Musings...

*Leaders think longer term, grasp the relationship of larger realities, think in terms of renewal, have political skills, cause change, affirm values, achieve unity.*

Russell E. Palmer  
Wharton School of Business

The existence of access is a political statement. Politics are forces of change and renewal. Access must acknowledge its birthright and actively assume its responsibility for initiating change and renewal.

Today's funding sources may dry up. Alternative sources are inundated with requests for assistance. We must form new cooperative partnerships for economic and philosophical development on the national and international levels.

We must recognize and address the changes in demographics, economics, social and political structures in the U.S. and the world. Access must embrace the individuals and organizations facing these issues.

Access must evolve into true community communications and learning centers for video, data, computer networks, community publishing and national and international communications.

Access must become an incubator, nurturing the conception and growth of ideas and visions by adapting the technology, training and services to provide people with an effective human approach to electronic communication in the next century.

Imagine a place where people can access all media (electronic, print, whatever) to create local and global dialogues and effectively reshape the visual political reality.

Imagine a place where people can access land-lines (cable, telephone), satellites, cellular communication and broadcast frequencies.

Imagine a place where people can learn to access computers, video, audio, film, photography equipment, databases and networks, electronic libraries, or whatever tools are necessary for active communication.

## How Do We Get There?

It will take real courage to reevaluate and redefine what we mean by access. It

will take political savvy to propose and implement the changes necessary for access to evolve. A few steps to take include:

- 1) Formation of a free speech Political Action Committee in cooperation with affinity groups throughout the country.
- 2) Increased support for the Alliance for Communications Democracy to enhance litigation efforts supporting and promoting access.
- 3) Create organizational and economic partnerships with affinity groups whether they be community media related or not.
- 4) Insist on community operation of all access channels without government control.
- 5) Redefine educational and government access channels
- 6) Develop working relationships with our counterparts in Europe, Africa, Asia and Latin America.
- 7) Create with affinity groups, research and development sites, nationally and internationally, to test, adapt and implement communications hardware; establish international exchanges of people and their works; develop new, appropriate training/education approaches; act as "think tanks" and meeting sites for community media; and develop additional resources and networks.

To initiate our discussions, the NFLCP should immediately establish a one year long range planning process which would culminate at the 1991 national convention. The NFLCP Board should devise an initial structure and objectives for the process which would be implemented through the chapters and regional conferences (a bottom to top process). Affinity groups and individuals should be identified and invited (cajoled?) into participating.

*I shall be telling this with a sigh  
Somewhere ages and ages hence;  
Two roads diverged in a wood, and I-  
I took the one less traveled by.  
And that has made all the difference.*

Robert Frost  
"The Road Not Taken"

(This "White Paper" is one of many papers presented at the NFLCP Convention in Washington, D.C. this July. For more information about these "White Papers," contact the NFLCP National Office at (202) 829-7186.)

## Hometown U.S.A. Awards to Air on The Learning Channel

The National Federation of Local Cable Programmers is pleased to announce that the Hometown U.S.A. Video Festival Awards Ceremony will air on The Learning Channel. Hometown winners were announced on July 26th at a special Awards Night Event which was held at the Grand Hyatt Hotel in Washington, D.C. in conjunction with the NFLCP National Convention.

The Awards Night Event will air on The Learning Channel in two one-hour segments. The first segment will air on October 25th from 1 - 2 p.m. E.S.T., and segment two will air on November 1 from 1 - 2 p.m. E.S.T.

In its 13th year, Hometown U.S.A. is the largest video competition honoring the finest in local cable programming. This year Hometown received over 2,000 entries in 32 categories.

## Call for Applications to the CTR Editorial Board

The CTR (Community Television Review) Editorial Board is currently accepting applications for Board positions. Editorial Board members are responsible for the oversight of CTR, individually act as Managing Editor for approximately one issue per year, meet quarterly by conference call, and meet at the annual convention.

If you would like more information, or would like an application, please contact:

Dirk Koning  
GRTV  
50 Library Plaza N.E.  
Grand Rapids, MI 49503  
(616) 459-4788



## International Advisory Committee (con't.)..

from page 2

near Quebec City this October. The NFLCP has been invited to participate as one of fifteen organizations representing a total of seven countries officially attending this conference. A first draft proposal of a World Federation of Local Televisions is intended for presentation at this conference. An initial discussion of this proposal will take place at the 5th Meeting of Video Des Pays in Sabadell, Catalogna (Spain) in September.

## Satellite Channel Invites NFLCP International Programming

The International Channel in Los Angeles, CA, has invited the NFLCP International Advisory Committee to consider a proposal for utilizing their satellite channel. Negotiations are currently in very early stages of discussions. The International Channel imports "contemporary foreign programs from around the world" for U.S. audiences.

*Karen Helmerson, Chair  
NFLCP International Advisory Committee  
c/o Staten Island Community Television  
100 Cable Way, Suite 2  
Staten Island, New York 10303  
(718) 727-1414*

## Public Policy Convention Wrap (con't.)

from page 3

Finally, the Committee elected new leadership for the coming year. After two years as Chair, I had to step down, as mandated in the Bylaws. However, the Committee found itself very fortunate to gain the leadership of Carl Kucharski. Carl, Executive Director of ACTV Channel 21 in Columbus, OH, has been active on public policy matters for many years, and provided strong leadership to the Ad Hoc Committee on Controversial Programming over the past year. Carl has already begun to implement the projects outlined at the delegates meeting, and will be handling public policy questions and coordinating the public policy network. If you have questions, or want to be involved, contact Carl at:

**ACTV Channel 21**

394 Oak St.

Columbus, OH 43215

(614) 224-2288

While the "Advocate" convention may be over, we're looking forward to building on that theme over the next year with the skills, information and contacts pulled together in Washington, and hope to make the convention a springboard for a year's worth of activity.

## Trade Show in Washington, D.C. Is a Resounding Success

The nearly 1,000 attendees at the NFLCP annual convention enjoyed a hands-on opportunity to review the latest in technological advances being offered to our industry by visiting NFLCP's largest industry trade show in its history. Comments heard among registrants were uniformly positive, with many visitors indicating that they were already looking forward to revisiting an expanded trade show in Portland.

### About Portland, July 25-27, 1991

Your help in identifying suppliers to our industry will assist NFLCP in constantly improving upon the level of supplier participation in our annual meeting trade show. Please forward "leads" of firms whom you may have met at other shows (exhibitor directories are excellent resources) or whom you have had business relations, to our show management firm at:

**Exhibit Promotions Plus**

11620 Vixens Path

Ellicott City, MD 21043

(301) 997-0763, FAX (301) 997-0764

## Volunteer Producers wanted

- to produce segments for "Given Opportunities..." an award-winning, nationally distributed television program.



is a video magazine highlighting the abilities of people with developmental challenges such as mental retardation, Down's syndrome, cerebral palsy and autism.



For more information, contact:

Maggie Lee

Little City Foundation

4801 W. Peterson Avenue

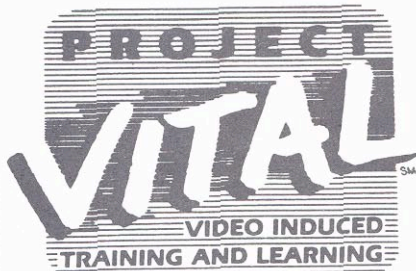
Chicago, IL 60646

(312) 282-2207

FAX: (312) 282-0423

## Cable Access Centers

Make your access center "accessible" to more members of the community-- become part of the VITAL network.



is a training curriculum designed to teach basic cable television production to people with developmental challenges.

## NFLCP Northwest Region Focus

Jack Schommer, Managing Editor of this issue of CTR, has been elected Chair of the NFLCP Northwest Region. Jack says the Region will be busy this year planning for the 1991 NFLCP Annual Convention in Portland, Oregon.

Also, this group has been organizing and planning for the region, spending two days this summer at a retreat in the country to focus on goals for the year.

Coming up in late October is the tri-regional fall conference in Reno, Nevada with the Far West, Northwest and Mountain States participating. Titled, "Yesterday's Gamble...Today's Jackpot" the conference will feature workshops on programming, community outreach, and institutional issues.



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## *Great Opportunity*

### **EXECUTIVE DIRECTOR National Federation of Local Cable Programmers NFLCP**

NFLCP, based in Washington, D.C., is seeking an executive to direct its activities. The successful candidate will have a minimum of five years experience in personnel and financial management, fund-raising and public policy experience with not-for-profit organizations. This position reports to a Board of Directors and is responsible for negotiating contracts, purchasing, handling day-to-day finances, hiring and management of staff, development and implementation of strategic and fiscal planning, serving as a liaison for the Board with regions and chapters, preparing quarterly and annual reports. Compensation will include an annual salary of \$40,000 (minimum) plus benefits and incentives. Send resume and cover letter to:

#### **GRTV**

50 Library Plaza N.E.  
Grand Rapids, MI 49503  
**ATTN:** Judy Crandall

An affirmative action, equal opportunity employer. **Applications to be received by November 12, 1990.**

*NO PHONE CALLS, PLEASE!*

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## **NFLCP Job Line**

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For access jobs across America,  
call:

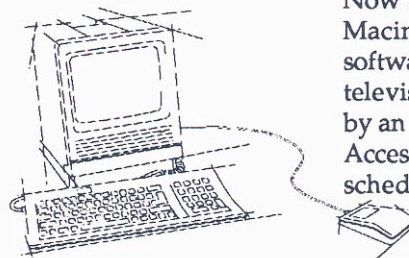
(202) 882-6128

If you have comments, suggestions, or jobs,  
please send them to:

**NFLCP**  
PO Box 27290  
Washington, D.C. 20038

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### **Scheduling Software for Community Television**



Now there is easy to use Macintosh database software for community television. It is designed by an experienced Public Access manager to solve scheduling hassles.



**CableCast 3.26**

**CableCast** schedules programs. Using simple click commands you can quickly make publication schedules and playback logs.



**FastSchedule**

**FastSchedule** reserves production equipment. Set up easy calendars for 10 cameras or a 100! It keeps track of shows in progress and reports on producers activities

Will Loew-Blosser, 3948 12th Ave South  
Minneapolis, MN 55407 (612) 824-7721



**NFLCP**  
**PO Box 27290**  
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